



The
**MAGIC
BROODER**
The Dependable Mother



UNITED BROODER CO.
TRENTON, N. J.
U. S. A.

Price List of the Magic Brooder

In Effect Sept. 1, 1928

Small Size Magic Brooder, No. 2

With 42" Deflector

Net Price, **\$20.00** without Curtain.

Curtain and Attachment, \$2.75 extra

Medium Size Magic Brooder, No. 8

With 52" Deflector

Net Price, **\$25.00** without Curtain.

Curtain and Attachment, \$3.00 extra

Giant Magic Brooder, No. 15

With 59" Deflector

Net Price, **\$30.00** without Curtain.

Curtain and Attachment, \$3.50 extra

WE DO NOT RECOMMEND CURTAIN

To insure prompt delivery, remit by registered letter, certified check, Express
TERMS: Cash with Order or P. O. Money Order All goods F. O. B. Trenton

PRICE LIST OF PARTS FOR BROODERS Nos. 2 and 8

(Described on Page 14)

Part No.		Part No.	
1.....	\$2.00	19.....	\$0.15
2.....	5.50	20.....	.25
3.....	5.00	21.....	.15
4.....	7.00	22.....	.25
5.....	1.50	23.....	.45
6.....	1.00	24.....	.50
7.....	.30	25.....	.25
8.....	.15	26.....	.30
9.....	1.25	27.....	.40
10.....	1.25	28.....	.90
11.....	.75	29.....	.50
12.....	.50	30.....	.75
13.....	4.50	31.....	.15
14 (each).....	.50	32.....	7.00
15.....	.30	33.....	9.00
16.....	.25	34.....	2.75
17.....	.40	35.....	.25
18.....	.50	36.....	.30

PRICE LIST OF PARTS FOR GIANT MAGIC, No. 15

Part No.		Part No.	
1.....	\$3.00	19.....	\$0.15
2.....	6.50	20.....	.25
3.....	6.00	21.....	.15
4.....	8.00	22.....	.25
5.....	1.50	23.....	.55
6.....	1.00	24.....	.60
7.....	.40	25.....	.35
8.....	.15	26.....	.50
9.....	1.50	27.....	.50
10.....	1.50	28.....	1.00
11.....	1.00	29.....	.75
12.....	.60	30.....	.75
13.....	5.00	31.....	.15
14 (each).....	.50	32 Curtain.....	3.50
15.....	.35	35.....	.25
16.....	.25	36.....	.30
17.....	.45	38 Deflector.....	11.00
18.....	.60		

HILL'S IMPROVED ROOF PIPE, Complete \$5.80

(For particulars, see Pages 10 and 11)

Note: Always order parts by number given on list. Also give number on brooder stove which is on the base above the ash door. This will enable us to fill your order correctly.

Full Data on page 14.

UNITED BROODER COMPANY

360 Pennington Avenue

Trenton, N. J.

Price List of the Magic Brooder

In Effect Sept. 1, 1928

Small Size Magic Brooder, No. 2, Medium Size Magic Brooder, No. 3

With 12 Dishes
Price, \$20.00 without dishes
Chest and attachment \$1.50 extra

Giant Magic Brooder, No. 18

With 24 Dishes

Price, \$30.00 without dishes

Chest and attachment \$1.50 extra

DO NOT RETURN

To receive prompt delivery, send a remittance before ordering, and specify the quantity.
Terms, Cash with Order. All orders N. O. R. Co., London

PRICE LIST OF PARTS FOR BROODERS Nos. 2 and 3

(Described on page 14)

Part No.	Price	Part No.	Price
19	\$2.00	29	50
20	50	30	50
21	50	31	50
22	50	32	50
23	50	33	50
24	50	34	50
25	50	35	50
26	50	36	50
27	50	37	50
28	50	38	50
29	50	39	50
30	50	40	50
31	50	41	50
32	50	42	50
33	50	43	50
34	50	44	50
35	50	45	50
36	50	46	50
37	50	47	50
38	50	48	50
39	50	49	50

PRICE LIST OF PARTS FOR GIANT MAGIC, No. 18

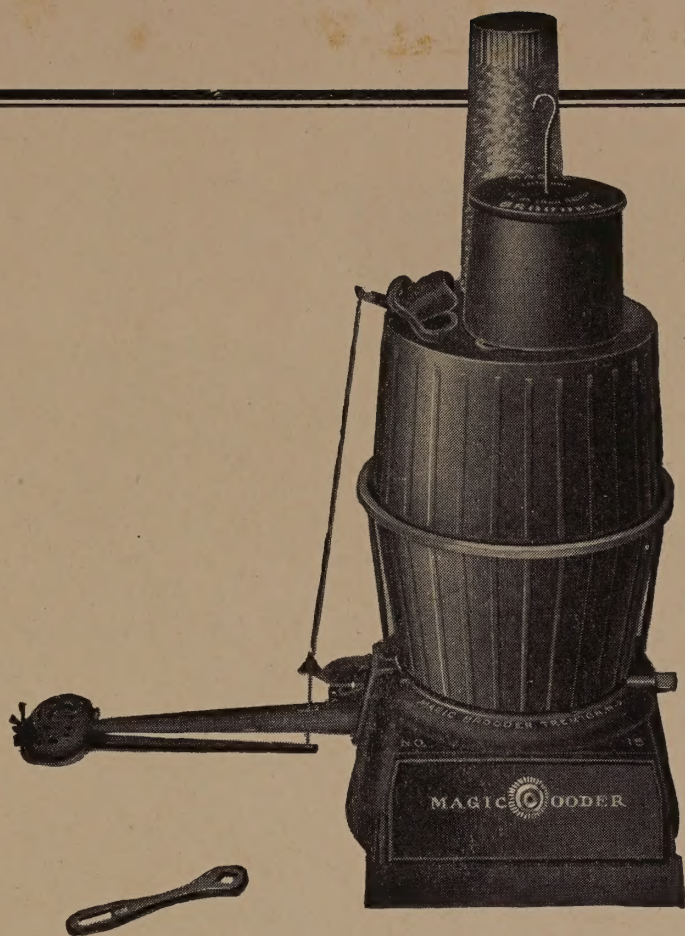
Part No.	Price	Part No.	Price
19	\$2.00	29	50
20	50	30	50
21	50	31	50
22	50	32	50
23	50	33	50
24	50	34	50
25	50	35	50
26	50	36	50
27	50	37	50
28	50	38	50
29	50	39	50
30	50	40	50
31	50	41	50
32	50	42	50
33	50	43	50
34	50	44	50
35	50	45	50
36	50	46	50
37	50	47	50
38	50	48	50
39	50	49	50

HILL'S IMPROVED ROOF PIPE, Complete \$2.50

For particulars see pages 10 and 11.
This is the only pipe that will stand the test of time and weather.
The only one that will not rust or break.

UNITED BROODER COMPANY

50 Pennington Avenue
Trenton, N. J.



The
MAGIC BROODER

The
Master Key to Success

*Efficient, economical and substantial.
Every part of this Brooder is built
of quality material, positively gas-
proof and self-regulating*

United Brooder Company
Trenton, New Jersey
U. S. A.



C. V. Hill and his flock of five and one-half months old pullets, photographed as they grew on free range—not selected.

The Magic Brooder



It is fast finding its way into every poultry raising section. People who use it are only too glad to pass the good news along to their friends telling them they have found a wonderful invention for brooding chicks at a profit.

Usually, people are great admirers of quality. Just stop and think how quality applies to a mother. You will say at once that it is the best place in the world for high quality, as life begets life and quality begets quality.

Now when you stop to consider that success in the poultry business depends entirely on the brooders, you will say by all means procure the best brooders that money will buy. The cost of a good brooder should not stand in the way, when success depends so much on it.

The damper construction of the Magic Brooder is such that the fire is choked down instantly when the heat is sufficient. The perfect regulation is controlled

by the lower and top damper. As both of these dampers are controlled by the thermostat, it makes no difference if the wind blows 100 miles an hour, the fire cannot run away. It will not get too hot.

REGULATES PERFECTLY

It cannot burn unless it gets air. The bottom damper must open before the fire can burn. When the fire is low the bottom damper opens and forces it to come up quickly. The Magic Brooder is built for actual service and is not a toy. It is the most substantial, most improved and the highest grade brooder in the world. In the first place it is equipped with an excellent grate. You can easily remove the clinkers. The secret of a good coal fire is to keep it clean. The base is large and equipped with a large ash pan. The thermostat is well protected. The damper connections are such that every working part moves easily and freely.

The Magic Brooder carries all foul air and gas up the smoke pipe

Self-regulating and positively gas-proof. Needs attention only twice a day—morning and evening—maintains an even temperature. Broods chicks in zero weather, and broods them at a profit. Reader, it makes no difference what you think, or what we say, if your brooder is not built right it will not give satisfaction; and without a dependable brooder it is impossible to succeed in the poultry business.

You insure success when you install a Magic Brooder *the GREAT SAVER of Chicks*

The brooder that stands for quality, for economy, for success and prosperity. It is the most dependable brooder in America.

Remember, when you buy a brooder look beyond the price. It is not the price you pay for. It is not the price that broods the chicks. The brooder of efficiency, economy, durability and power is the one to consider. The price amounts to nothing, compared with results.



Fig. 1

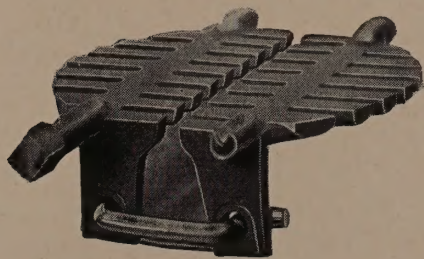


Fig. 2

Fig. 1. Showing heavy cast iron base with port hole in side where air enters ash chamber for increasing the fire. You will also note the heavy cast iron rocker grate with handle, and how it rocks for breaking up the ashes and letting the clinkers down. We ask you to note the high grade construction of every part of the Magic Brooder.

Fig. 2. Showing rocker grate and the strong link which connects the arms together. You will note there is nothing to get out of order. The castings are heavy and will last a long time.

The Key to Success in the Poultry Business

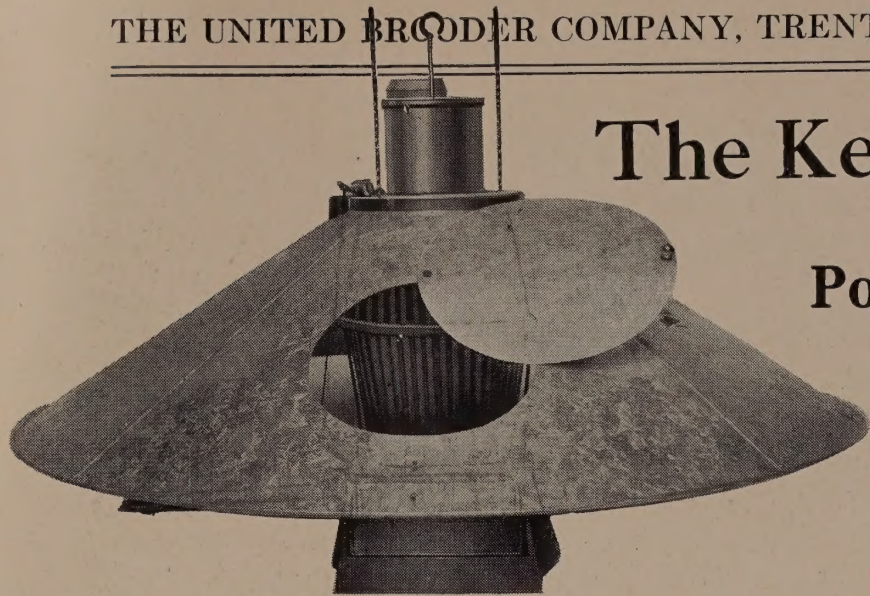


Fig. 3. Showing Magic Brooder with door in deflector, see how easily you can shake down the fire and remove the ashes without lifting the deflector, or disturbing the chicks. Ropes and pulleys furnished for lifting deflector.

You do your friends a kindness when you tell them about the Magic Brooder. In fact you are rendering the highest possible service pertaining to the poultry industry, as a dependable brooder, positive and efficient, is the foundation of success in the poultry business.

The Magic Brooder is not made like other stoves or heaters. It is equipped with both automatic top and bottom draft regulation, also built with a gas chamber which carries the poisonous gas into the smoke pipe. These improvements have made the Magic Brooder famous for holding the fire, maintaining an even temperature and growing chicks equal or better than the mother hen.

The Magic Brooder burns Hard Coal

It is very important that you should have good, clean coal. We recommend nut size. Coarse, clean pea coal will also do the work. Do not use soft, bituminous coal, it will not work in any make of brooder, unless you look after the fire every few hours.



Fig. 4. Showing the fire checked, bottom draft closed and the top draft open. A simple, sensible and positive heat regulation. No guess work about the Magic Brooder performing its duty, as the regulating device is powerful and positive.

Fig. 5. Showing bottom draft open and top draft closed. When the desired heat is obtained the bottom draft will close and the top draft will open—both work automatically with the thermostat.

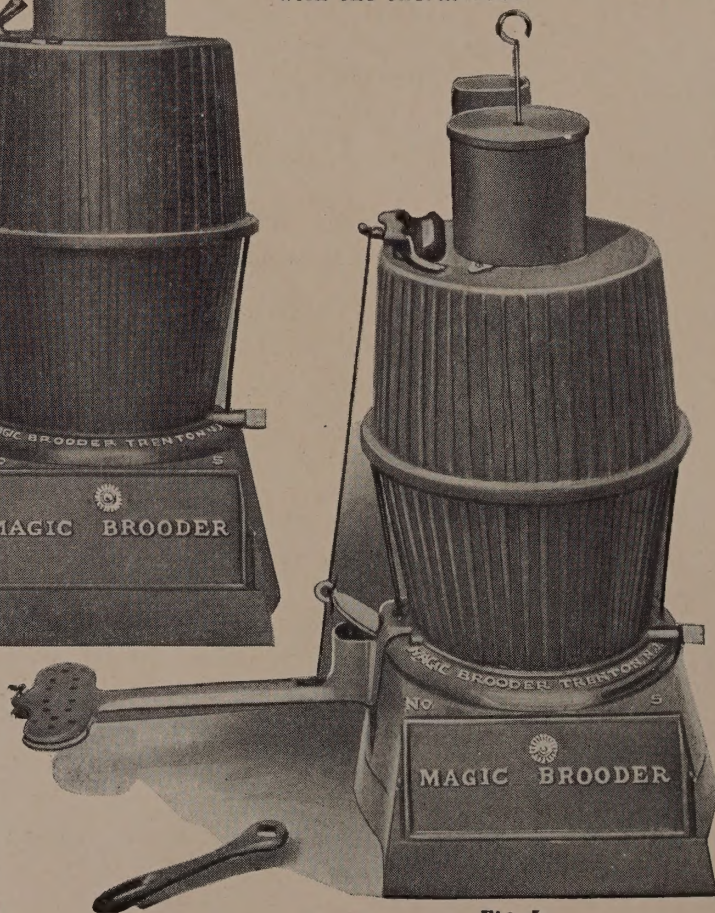


Fig. 5



Picture showing about 300 Leghorn Cockerels, hatched in March. Such birds as these are seldom ever found on a poultry farm in August. Every bird was large, well developed, and full of vitality.

A brooder, to be efficient, should keep the fire all night without attention. During February and March, you can fix the fires about 5 P. M. and need never look at them until morning, a stretch of about fourteen hours, and never worry about the fires either as you will always find them O. K. in the morning.

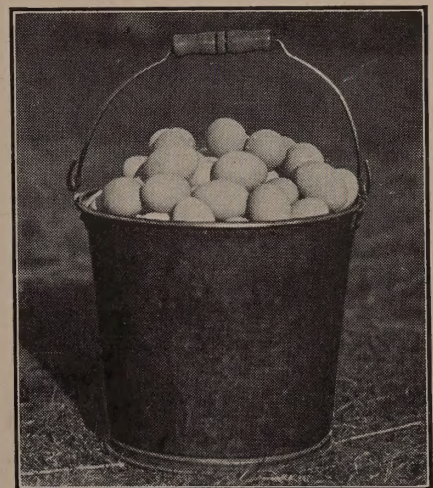
The amount of coal used in the Magic Brooder depends on the temperature of the weather. Our customers write us they are really surprised at the small amount of fuel consumed per day.

Gas can be used to heat the Magic Brooders, but the flow of gas must be regular.

A Curtain around Deflector is furnished to order only.

Experience has taught us that chicks thrive better without the curtain. The heat radiates on the floor in a much larger circle, consequently will brood more chicks, also the chicks have better air.

The only time you can use a curtain to good advantage is when you install a brooder in a very large room or in a poorly built house and brood chicks in cold weather. The curtain cuts down the brooder capacity fully one-third, as all the chicks must get inside the curtain in cold weather. In other words, the curtain divides the heat from the cold. Without the curtain the heat will extend out much further on the floor and brood more chicks.



Dependable gas proof Brooders will brood strong, vigorous birds equal to producing a profit.

The Secret of Success in the Poultry Business

is to use dependable brooders equal to producing a profit like you see in this basket



Success does not depend on the number of chicks you can crowd under a hover, neither does it depend on hope, desire or anticipation, but on actual results. We must produce in order to obtain. Without production, success is impossible.

When a farmer plants corn, he does not put twenty grains in one hill. He has plenty of room but knows better. We want every person using the Magic Brooder to succeed, which they can easily do, if they follow our directions. The reputation of C. V. HILL, would not permit him to mislead you for the sake of making a sale. Being a poultry raiser,

himself, he is interested in giving you facts only.

I do not say you cannot raise 250 chicks with the Small Size No. 2 Brooder, but 150 to 200 chicks will do much better.

The same applies to the Medium Size or No. 8 Brooder. You may get by with 400 chicks if the weather should be in their favor; but I do say you can raise better birds by brooding 250 to 300 chicks with the No. 8 size. It gives them more room to develop which makes better birds.

The same also applies to the Giant Magic No. 15. We would not recommend brooding over 400 or 500 chicks with this large brooder. We honestly believe that 400 birds with this large stove will give you a better profit. A bird only has to be three or five per cent better to produce a few extra eggs the first year, which makes a great difference when balancing your accounts at the end of the season.



One look should convince anyone about the stamina of these birds. They are strong, ambitious and full of energy—the kind always raised with the Magic Brooder.

Take a Good Look *at this* **DEFLECTOR!**

*How could it
be made better?*

We pride ourselves on turning out high grade work. All deflectors for the Magic Brooder are made of No. 27 high grade galvanized steel and put together with lock seam joint, reinforced at top with a heavy cast iron flanged ring and at bottom with a steel rod hemmed in around the edge.

The lock seam joint and steel rod at the bottom hold the deflector very rigid and firm. This construction is worth a great deal as a flimsy deflector is always out of shape and looks unsightly. If one side hangs lower than the other the heat will not be uniform.



The Magic Brooder is made in three sizes

The small size No. 2 is 24" high over all with a 42" deflector, and will mother 150 to 200 chicks.

The medium size No. 8 is 27" high over all with a 52" deflector, and will accommodate 250 to 300 chicks.

The Giant Magic Brooder No. 15 is 30" high over all with a 59" deflector, and will accommodate 400 to 500 chicks.

We rate the capacity of the Magic Brooder according to the number of chicks you can brood at a profit. It is useless to put more chicks with a brooder than will thrive and develop as they should.

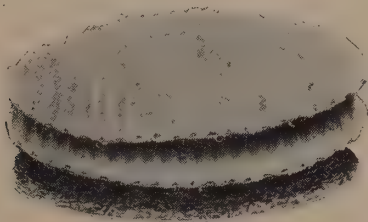


Fig. 6

Fig. 6. Showing two layers of heavy corrugated asbestos and one layer of heavy galvanized iron which are bolted fast on bottom of heater, making the bottom absolutely fireproof. In fact the whole brooder is fireproof and will not increase your insurance.



Fig. 7

Fig. 7. Showing heavy construction of base. Ash pan, large ash chamber, large door to ash chamber makes it very convenient for removing the ashes. Note the ash pan is full width of grate. This improvement is worth considerable as it saves time and labor to have all ashes drop in the pan,

The Magic Brooder

is quality
from start to finish

The Magic Brooder will pave the way by building good health into your chicks; healthy chicks thrive, gain weight rapidly, and are ready for market quickly, insuring you a profit through rapid turnover. But, to get this quick profit you must use judgment with the chicks—do not crowd, but give them plenty of room—follow the instructions carefully, and you will reap your reward.

There is a pleasure in doing business when your equipment is the best and you get results. The Magic Brooder cuts down the mortality rate because of its proper construction. The life of a chick saved means additional profit to you. Every attention is given to have the Brooder operate correctly, easily and to withstand hard usage. The Magic Brooder is a quality product from start to finish.

Profit is the dream of every man, woman and child starting out to raise chickens; but your dream will be shattered unless you give the chicks a proper start—the proper brooding—do not crowd them, give them plenty of room and air and they will repay you handsomely.

The Magic Brooder Gas Chamber is a wonderful invention

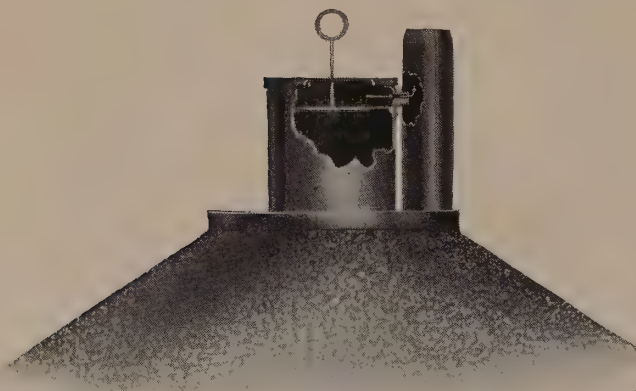


Fig. 8. Showing how gas is collected between the inner and outer lid of magazine and discharged into the smoke pipe. This feature alone is worth a great deal more than the price of the brooder.

It positively collects all gas, which escapes through top of heater and discharges it into the smoke pipe. This improvement alone is worth a great deal; its value cannot be estimated AS IT IS IMPOSSIBLE TO RAISE CHICKS IF THE BROODER LEAKS GAS. GAS MEANS DEATH. The deadly poison must be taken out of the house. Common sense teaches that for we all know what it means to have a coal stove or heater leak gas in the home. It means death to plants, what will it do to chicks?

This improvement, together with the bottom draft regulation puts the Magic Brooder in a class by itself.

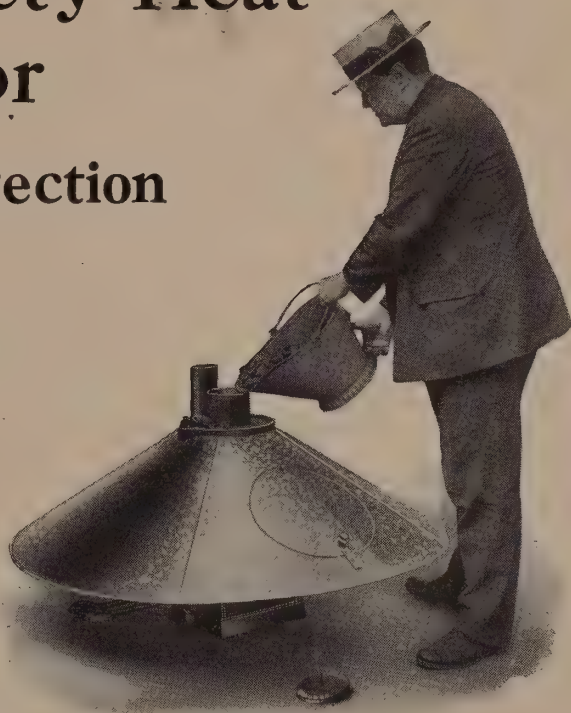
The Magic Brooder has no equal or competition when you consider real quality and efficiency

The Magic Brooder will not murder the chicks with gas, or chill them to death. IT IS YOUR LOSS IF YOU OWN A POOR BROODER. You may as well try to get blood out of a stone as to try to make a profit raising poultry with brooders not dependable, especially if they leak gas.

The Magic Brooder is provided with a port hole and slide at bottom of pipe for cleaning out soot and other material which drops down the pipe. You will find this a decided advantage in keeping the smoke flue clean. You do not have to remove the pipe. Cut showing this improvement you will find on List of Parts, page 14, illustration Number 11. It is the same section of pipe that draws the gas from gas chamber.

The Double-Safety Heat Regulator Thermostat Protection

Coal capacity, improved grate and thermostat regulator, together with large ash chamber and ash pan, etc., puts the Magic Brooder in a class by itself. The first cost of a brooder amounts to nothing compared with results. WHAT DOES FIVE OR TEN DOLLARS AMOUNT TO WHEN YOUR SUCCESS DEPENDS ON THE BROODER? Would you not willingly pay five or ten dollars to have your brood of chicks insured? A DEPENDABLE BROODER IS THE CHEAPEST INSURANCE ON EARTH. You must remember the poultry business is not like the average business. IT IS A LIFE-DEALING BUSINESS and when dealing with life, your equipment must be dependable. The little chicks need faithful mothers with ability and power to brood them. They need brooders like the Magic, absolutely dependable at all times.



**Why tolerate a brooder that
will not produce strong,
vigorous birds.**

Success is not a matter of luck. You can trace it to ambition, good judgment and dependable equipment.

A Wonderful Invention!

Condensation in the smoke pipe has caused considerable trouble with various makes of brooders in the past. Condensation always takes place on a cold surface; the pipe above the brooder house being so much colder than the warm smoke and gas inside of the pipe, the moisture in same condenses on the inside of the smoke pipe (in the same manner as moisture condenses on the outside of an ice pitcher) and runs down inside of the pipe causing trouble with the draft and sometimes putting the fire out.

The Magic Brooder is equipped with clean-out door at the bottom of the smoke pipe, you can watch the draft space without removing the pipe.

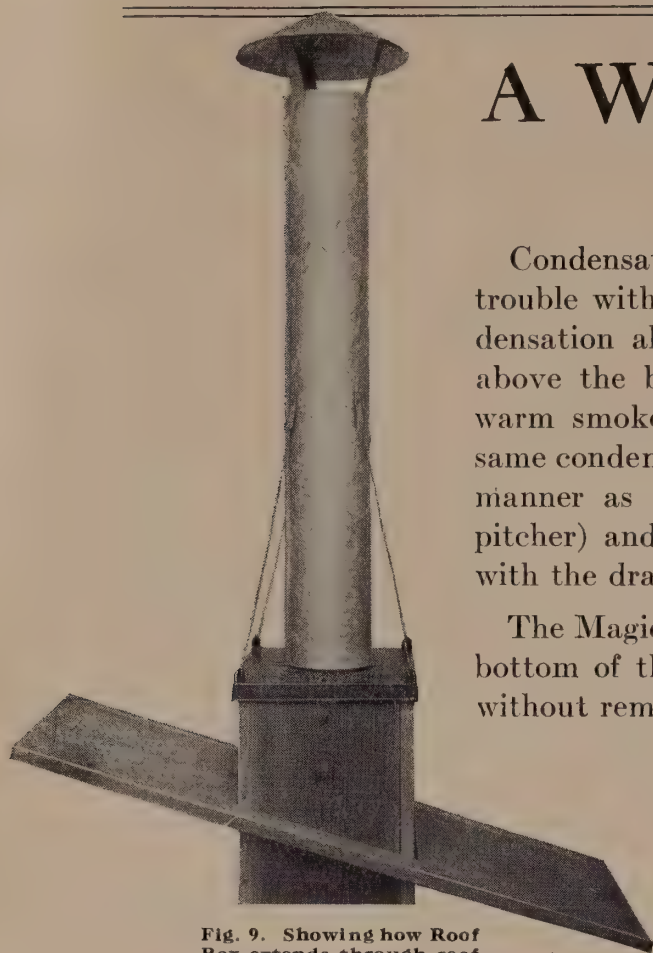


Fig. 9. Showing how Roof Box extends through roof

A Great Improvement

The Hill Improved Roof Pipe eliminates 90 percent of this trouble. It is just what every poultryman has been looking for—something that will keep the condensation

from getting down in the brooder stove. This invention keeps most of the matter above the roof which is a decided improvement over the old way.

This new invention consists of a wood box 10 inches square by 12 inches high open top and bottom. This box is to fasten in the roof to support the iron cap and pipe. The cast iron cap is made with a flange that fits over the top of box. You fasten same to box with four screws through the flange. The cap has a 3 inch hole in center with a collar 2 inches high around it. The smoke pipe from the brooder extends up through the wood box and into the center hole. It must extend up at least 10 inches through this hole or more if you have the pipe.

The outside collar which is one inch high receives the large smoke pipe which extends 39 inches above the iron cap. This pipe is made rigid by four guy wires fastened to corners of cap. The warm air from the smoke pipe expanding into the large pipe reduces condensation considerable and the space between the center collar and the large pipe catches what little condensation there is above the roof. A wonderful invention for brooders installed in colony houses or where

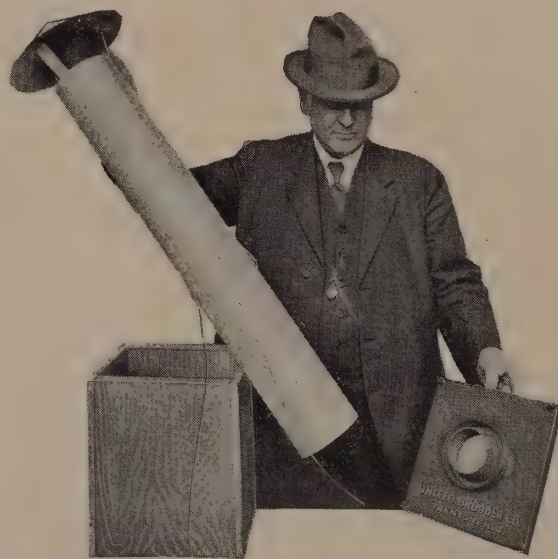


Fig. 10. Showing the Hill Improved Roof Pipe

there are no brick or terra cotta chimneys to connect to. Roof pipe for medium and small size Magic Brooder is 5" diameter by 39". Roof pipe for Giant Magic Brooder is 6" diameter by 39".

The Hill Improved Roof Pipe

Fits the pitch of any roof. When ordering give height from floor to roof where the brooder stands. If ordering roof pipe alone, no measurements are necessary.

Price of Roof Caps, complete, including the smoke pipe above the cap with guy wires, cast iron cap and wooden box, \$5.80, f. o. b. Trenton, N. J., for any size Magic Brooder. If you should want Roof Pipe for the Giant Magic Brooder, state it clearly in your order, as the center hole in casting is 4" diameter, whereas the center hole for the two smaller sizes is but 3 inches in diameter.

Price of 3" galvanized pipe to extend from brooder to roof pipe, for Magic Brooder, \$0.30 per foot.

Price of 4" galvanized pipe for Giant Magic Brooder, \$0.35 per foot.

We furnish one section of 12" pipe with No. 2 Brooder which makes the top of pipe 32" high above floor. We furnish a 15" section with the Medium size or No. 8 Brooder which makes the top of same 37" above the floor. We also furnish a 15" section of pipe with the Giant Magic or No. 15, the top of same is 39" from the floor.

We give you these measurements in case you desire to figure out the amount of smoke pipe you will need from the brooder to the roof of your house.

If you should order this pipe from us with one of our Improved Roof Pipes to go above the roof always allow about 20" of extra smoke pipe above roof—10" to go up through the square box and 10" more to extend above the cast iron plate, inside of the roof pipe.

To Install the Hill Improved Roof Pipe

To install the Hill Improved Roof Pipe you simply cut a hole in the roof 10 inches square, making each cut vertical so the roof box will fit the hole nicely. Let the bottom of the box come down flush or a little below the under side of roof on low side or it may extend down a little. This depends somewhat on the pitch of the roof and head room. Nail through side of box into edge of roof, which gives you a strong base for the iron cap.

To make the roof water tight around the box, use either three-ply tar paper or tin flashings. On the upper side this flashing must extend up under the roof paper and the other three sides. Nail it on top. Also make tight to sides of box. Same can extend up and turn over on top of box the thickness of the boards and then put the iron cap down on top of the tar paper which makes an excellent job for then the whole box is covered with roofing paper.

After fastening the iron cap you put large pipe in position, driving it down tightly to iron cap. Next, fasten guy wires to corner lugs on cap keeping the pipe perpendicular.

Magic Brooder Specification

No. 2 Small Brooder

Capacity
150 to 200 Chicks

Weight of Heater, 58 lbs.
Weight of Deflector, 15 lbs.
Shipping weight complete, 95 lbs.
Heater, 20" high; 24" high to top of magazine.
Grate, 7" diameter.
Heater 10" diameter at center.
Heater, 9" diameter at top.
Magazine, 5" diameter by 4" high.
Ash Pan, 7" x 8" x 2" high.
Door to Ash Chamber, 8" long by 3" high.
Coal capacity, 34 lbs.
Deflector, 42" diameter.
Brooder will work in house 6' x 6' or 7' x 7'.
We recommend a house 8' x 8' or larger.
Burns 8 to 12 pounds of coal per day.

No. 8 Medium Brooder

Capacity
250 to 300 Chicks

Weight of Heater, 70 lbs.
Weight of Deflector, 20 lbs.
Shipping weight complete, 115 lbs.
Heater, 22" high, 27" high to top of magazine.
Grate, 8" in diameter.
Heater, 11" diameter at center.
Heater, 10" diameter at top.
Magazine, 6" diameter by 5½" high.
Ash Pan, 8½" x 9½" x 2¾" deep.
Door to Ash Chamber, 9½" long by 3½" high.
Coal capacity, 40 lbs.
Deflector, 52" diameter.
Brooder will work in house 8' x 8' to 10' x 14'.
Burns 10 to 15 pounds of coal per day.

Built of solid cast iron, highest grade. The Small Size No. 2 and the Medium Size No. 8 require 3" smoke pipe. The Giant Size No. 15 requires 4" pipe. Thermostat arms on Nos. 2 and 8 are 15½" long and on the Giant Size No. 15—18" long.

The Regulator consists of two 3" double thermostat wafers made special of very best material for the Magic Brooder. When placing these wafers between the thermostat arms, put the lug on the wafer downward through the hole in the lower arm.

We recommend using nut coal. Coarse, clean pea coal will do the work, but usually it is hard to get. Always fill the brooder to the top of magazine after the fire is ready to coal up. We do not furnish stove pipe or thermometer with the Magic Brooder except the short section with clean-out hole, same also connects to gas chamber. We, of course, furnish pipe, roof caps, etc., to order.

Fire needs attention twice a day—early in the morning and late in the afternoon. If the weather should be moderate, so you only coal once a day, always coal late in the afternoon, before the chicks settle for the night.

Thermometer—When a person gets used to running a brooder, they never use a thermometer. The chicks are the only thermometer they need as they will circle around the hover where the temperature is just right; but a new beginner often feels they need a thermometer. In case one is used, we advise hanging same under outer edge of deflector with the bulb about 3" above the floor, turned toward the heater. For day old chicks the thermometer should register between 90 and 95 degrees. If the chicks went under the deflector 6" the temperature would be near 98 degrees.

When placing your order

state whether to ship by
freight or *express*. Also
write your name and ad-
dress plainly so there will
be no mistake in shipping

Specifications for No. 15

Giant Magic Brooder

Capacity 400 to 500 Chicks

Weight of Heater, 92 lbs.
Weight of Deflector, 24 lbs.
Shipping Weight complete, 148 lbs.
Heater 24" high, 30" high to top of Magazine.
Grate 10" in diameter.
Heater 13" diameter at Center.
Heater 12" diameter at Top.

Coal Magazine 7" diameter x 6" high.
Ash Pan 10" x 10½" x 2½" deep.
Door to Ash Chamber, 11½" long x 4½" high.
Coal Capacity, 50 lbs.
Deflector 59" diameter.
Smoke Pipe 4" diameter.
Burns from 10 to 20 lbs. of Coal per day.

For this brooder to work nicely it should be placed in a room not less than 12' x 12' or should contain 150 square feet or more. A room 12' x 14' would be better. In fact, it will work good in a room 14' to 16' square. Remember, this is a Giant heater, much larger than the average brooder and regulates perfectly.

This brooder is designed for raising broilers or doing business on a large scale. By raising the same number of chicks with less brooders it lowers the cost. The Giant Magic is built for mid-winter work as well as early spring. It is fitted with a 4" smoke pipe, large grate and holds approximately fifty pounds of coal. Nut coal is recommended although pea coal will give good results if clean.

The Most Wonderful Brooder on Earth

The MAGIC Brooder

does everything the mother hen can do, except talk to the chicks. It hovers them, broods them and cares for them in a way that no hen could ever think of doing.

This wonderful brooder, the culmination of hard toil and yearly tests, contains all the improvements necessary to make it the master piece of the brooder world.

The Magic is built in three sizes—200, 300, and 500 chicks. We rate the capacity of our brooder according to the number it will brood at a profit. The Giant Magic—the 500 chick size—is the master key to success for winter broilers or early pullets. It positively will do the work in the dead of winter—it never fails. The 50 lb. coal capacity stands ever ready to supply the heat when needed. This particular brooder is the foundation for great results.

When a person starts in business his great desire and ambition is to succeed. He hates to make a failure; but unless his equipment is equal to producing a profit, which means success, how can he win? How very careful one ought to be when selecting a brooder to care for the little orphans under all weather conditions. What does a few dollars amount to compared with results?

Our Money Back Guarantee

We guarantee the Magic Brooder to hold fire all night without attention and maintain the desired temperature. If the brooder does not do all we claim, we will cheerfully refund the money after 30 days trial and pay freight both ways. You of course, are to see that you have a good draft up the smoke pipe, use clean coal and provide a suitable house or room for the brooder.

The Magic Insures Success



Always order Parts by number given on list. Also give number of brooder stove, you will find this number on the base above the ash door. This will enable us to fill your order correctly. For prices see first page in catalogue.

List of Parts for Magic Brooder

- | | |
|--|---|
| 1 Coal Magazine | 19 Single Pulley |
| 2 Ash Chamber | 20 Double Pulley |
| 3 Bottom Half of Fire Box | 21 Wire to connect Lower Damper with Lower Thermostat Arm |
| 4 Top Half of Fire Box | 22 Wire to connect Upper and Lower Dampers |
| 5 Upper Thermostat Arm | 23 Side Rods which hold Heater together |
| 6 Lower Thermostat Arm | 24 Upper Damper |
| 7 Lower Damper | 25 Rod for Lifting Magazine Lids |
| 8 Thumb Nut Bolt (to regulate heat) | 26 Lower Lid for Top of Magazine |
| 9 One Half of Grate | 27 Upper Lid for Top of Magazine |
| 10 One Half of Grate with shaker end | 28 Ash Chamber Door |
| 11 Section of Pipe 12" long with clean-out which connects heater and gas chamber | 29 Shaker |
| 12 Ash Pan | 30 Rope for Lifting Deflector |
| 13 Bottom of Heater or Ash Chamber | 31 Screw Hooks |
| 14 Thermostats (can order one or more) | 32 Deflector 42" Diameter |
| 15 Link which connects grate bars | 33 Deflector 52" Diameter |
| 16 Lug and port hole to carry gas from magazine to smoke pipe | 34 Curtain for Medium Brooder |
| 17 Guard which protects upper damper | 35 Knob for Deflector Door |
| 18 Smoke Flue Plate | 36 Knob for Ash Chamber Door |

My Fellow Poultrymen

Let me talk to you!

I want just a few minutes of your time. I am interested in the welfare of every person engaged in the poultry business, as I am a poultry raiser myself and know something about the ups and downs of the business. I well remember the days of my boyhood and the time when I embarked in the poultry business. Two years in succession my losses were appalling but I did not give up. I was determined to win. Finally the tide turned, but not until I learned enough about the business to turn it myself. I like to see others succeed. I love to see the chicks grow, develop and produce a profit. Without a profit the business soon loses its charm and becomes a burden instead of a pleasure. When a business is on the wane; when you know and feel it is going backward; when you can see things are not going right and do not know how to remedy the trouble, it strangles enthusiasm and saps the very ambition, energy and power from a person who really does things. No person can do their best when discouraged. In fact, such disappointments at times cause a person to be down-hearted and gloomy. I know all about it but cannot describe it. After each setback, I tried again as I had somewhat of a bulldog grit and held on until things went better. Discouragemnt never wins.



C. V. HILL

The man at the heart of the business. The man talking direct to you in this booklet



I love to work and see the business grow

To Succeed

You should have a determination to win—Backed up with courage, confidence, ambition and power

Do not give up the ship the first time it strikes a rock or sand bar. Never harbor thoughts of discouragement, but instead fathom and remedy the trouble the best you can, always bearing in mind that there is a cause and a sufficient cause for everything that happens. No matter how small or how great, there is a cause. Things do not happen by chance.

I ask how many dollars you have to exchange for unreliable equipment and dead chicks this year? If not many, be careful about your stock, houses and brooders.

Are your going to trade your valuable time and money for debts and disappointment?



The only way to produce birds like these is to use brooders equal to producing them. High grade brooders will produce high grade chicks

You certainly will if you do not work in harmony with the laws of nature. These natural laws must be obeyed, otherwise we shall pay the penalty. It may be disastrous. It may mean a complete failure.

Are you going to keep on hatching or buying chicks for the worms of the earth to feed on, simply because you like chickens?

I Like Chickens Myself

But I Like to See a Profit

Are you still traveling in darkness looking for the road which leads to prosperity? Are you looking for a person with actual experience in the poultry business to give you a few pointers?

Are you looking for someone who will tell you the whole truth and nothing but the truth?

If so, I stand ready to help you. I am willing to give you my time, tell you my experience and teach you some of the fundamental principles in regard to running a commercial poultry plant on a successful basis. When I was about twelve years old I loved chickens better than myself. I gave up



Years of experience and achievement led to final victory

many pleasures for the sake of being with the chickens. My father used to tell me I would turn into a chicken. Finally he gave me a rooster and ten hens and built me a yard about 100 feet square with a high fence around it. Talk about enjoyment, contentment and real happiness, those days have never been equaled. All I could see was profit. The air castles I built would cover the heavens. I spent much time figuring profits, instead of doing the things which I should have done. I incubated every egg my hens laid from March until June and by July first I had about two hundred young chicks in the yard 100 feet square, with the old fowls. I was going to do wonders the first year. Not a blade of grass or even a weed was to be seen in my chicken yard. The ground was hard and as bare as the inside of my hand. Even the water vessels were open to the rays of the hot sun and perhaps cleaned only once a month. But I was as happy as a lark. I thought things were all right. I did



Good hens will reward you for your work and
net you a handsome profit

not know any better. I did not know what the result would be not to give the chicks green food, plenty of grit, fresh water, shade and exercise. In August my whole flock got cholera and all died in a short time but seven. My air castles burst and vanished like a soap bubble. My profits were as a flower cut down and withered to nothing, but I was not altogether discouraged. I tried it again the next year on shares with my father. He allowed me to have about five acres on one side of his farm for the chicks, so they would have plenty of room. It was a sod field and

a good dry place for them. I must say I did well the early part of that year.

I Was Proud of Myself

By September first I had fully five hundred Barred Rocks that would average three to five pounds each, but in October they got the roup, the worst form of roup I ever saw. Over four hundred died in three weeks. Every morning I had a wheelbarrow full of dead ones. My air castles vanished again, like dew drops in the sunlight. My beautiful chicks were gone, returned to mother earth. I realized there was something yet to learn. Yes, there was oceans of practical knowledge I did not possess.

My Determination Won

I went at the business again with a greater determination than ever and within five years I was considered the most successful poultry raiser in that section.

In those days I hatched and reared the chicks with hens but soon commenced using incubators and brooders and really had to learn the business over again. I bought my incubators but made many styles of brooders, both hot water and hot air. In my lamp brooders I smoked the chicks more than once until they were as black as ink and sometimes as dead as a stone. It was a common thing to find the lamps or fires out and the chicks chilled. *I never reached the highest degree of efficiency which I have attained thus far until I invented the MAGIC BROODER. Necessity was the mother of invention.*



Separate the cockerels from the pullets when eight to ten weeks old, or as soon as they will go on the roost, and put them in houses with yards such as you see illustrated here.

Years of experience and achievement led up to final victory

Now the main thing of all I wish to tell you and impress on your mind is that I was the cause of all my troubles, and when I look back over those years of disappointment and failure, I can readily see the trouble was due to lack of knowledge, experience and dependable equipment. My brooders gave me the most trouble, but the greatest trouble of all was with myself. *I tried to do a big business before I knew how to do a little one.* I tried to walk before I could creep. I thought I could handle a thousand chicks as easily as a dozen, and my profits would be increased proportionately.

It would have been a miracle

I can see now it would have been a miracle for two hundred chicks to thrive in a yard without grass, without shade, without bugs and worms, without grit, without exercise and without anything which adds to their health and comfort. No wonder they got the cholera. If I wanted a lot of chickens to get the cholera, I would treat them in just the same manner as I did my first lot, many years ago. And let me tell you, if I wanted to give a lot of chicks the roup in a few days I would treat them the same as I did my Barred Rocks the second year of my experience. They crowded in the coops at night like sardines in a box. I thought if the coops held them one night, they would hold them the next night and so on. But finally they could not all get in the coops. The chicks that were in almost smothered and the chicks outside were chilled. Roup soon developed. It fell to my lot to bury the dead. When a boy, I attended more than one chicken funeral with tears streaming down my face. I was burying my profits.

Profit by Experience

When you see a fellow start in the poultry business on a large scale without experience and try to raise four or five thousand chicks the first year (perhaps with only four or five brooders), it reminds you of a person getting into an automobile for the first time, taking hold of the wheel and starting off at high speed. The first obstacle he encounters something happens, as he does not know what to do, or how to do it. *I can tell you it requires some knowledge and experience to become efficient in any line.* I do not claim to know it all. I am learning new things every day.

The invention of the Magic Brooder is another step towards putting the commercial poultry plants on a paying basis, as the brooding systems of the past were not reliable. They were not efficient and profits could not be based on them.

I do not claim my way of raising chicks is the only way. Chicks were raised before I was born. But I do claim to raise poultry on a large scale is a science and requires skill, perseverance and plenty of ambition. *I can show you the highway of prosperity, the same road that I found which leads to success.*

You cannot afford to trifle with life. The spark of life once out, it never returns. *I say reader, listen to me, use your best judgment, use every power at your command when selecting a brooder. Study efficiency, never buy a brooder without gas protection.*

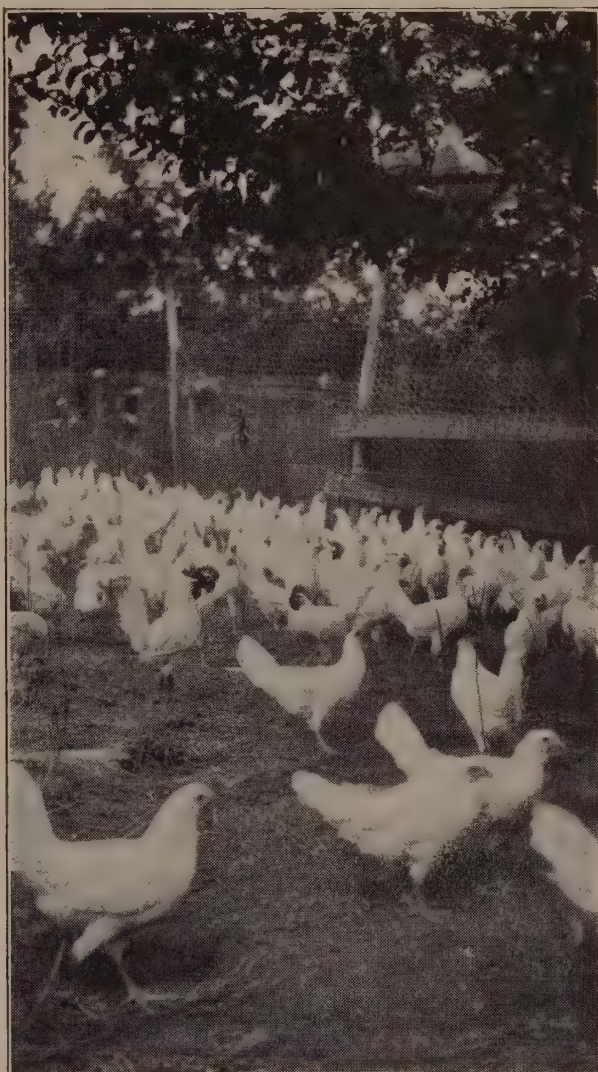
Gas means death. No living thing will thrive with gas. Also buy a brooder with capacity equal to all emergencies, as the success of the poultry business is hinged directly on the brooder. Chicks will not thrive with a dead mother, any more than you can raise fruit on dead trees.

The brooder is the foundation, the life and heart of the business.

If there is anything in this world that will give new life to a run-down poultry farm, it is dependable brooders.

Chickens must be healthy

Many poultry plants are like a barren desert. They are without good producing birds, without eggs, without profit, without pleasure and prosperity. The Magic Brooders will make these deserts blossom as the rose.



These chickens were raised by Magic Brooders on the farm of W. H. Moore, R. F. D. No. 1 Shawnee, Ohio



View of Guy A. Leader's Poultry Farm, York, Pa. Where Magic Brooders are giving excellent satisfaction.

The Magic Brooder leads the world in construction and efficiency. They are not made like other brooders. *They are equipped with the best gas escape system in the world. No system on earth can be more efficient.* Another great feature is the capacity of the brooders to perform the work. They hold the fire, never leak gas and brood chicks that will produce a profit. In other words grow chicks from shell to maturity without a setback, the only way to succeed. The Magic Brooder would not be capable of doing this if it was not arranged with top and bottom draft regulation. *Remember, the gas escape system alone on the Magic Brooder is worth more than the price of the brooder.* Yes, it is worth ten times more. You cannot estimate its value as chicks will not thrive in a room with gas.

A Reliable Brooder *is the Starting Point to Success*

It makes no difference how well your houses are built, how many fowls you keep, how many eggs you get, unless you keep your stock up to the standard, your business will soon fizzle out. It will die the death of failure. You must use dependable gas-proof brooders. Raise strong, vigorous chicks in order to keep your stock up. *They must be capable of producing a profit or you will never get it. Growing the chicks is the foundation of the business. The Magic Brooder is the master key to unlock the door to success in the poultry business. It is the backbone of the industry. The King of the brooder world. A life-saver; a money-maker; a bridge that spans the great chasm of poultry troubles.*

A Brooder Broods Chicks After Its Own Kind

The Magic Brooder needs no attention during the night. You can fix the fire before dusk and not again until morning. It does marvelous work. It battles the elements of the weather and comes out victorious every time. It has won the

victory and received the crown of superiority over all other makes. Remember, every brooder broods chicks after its own kind, no matter if it be good or bad, we can only expect like to produce like. If you use poor brooders, it is a monstrosity to even think of success coming your way.

Do not crowd the Chicks

They must have room to grow

Now in reference to the capacity of brooders. You will note the Magic Brooder is rated far below others. And yet it has the capacity. It will hover just as many chicks. Now I am going to tell you the truth about the capacity of brooders, sale or no sale, I want you to succeed. I will not mislead you for the sake of a few dollars. Your success is my success.

The truth is, large numbers of chicks will not thrive together. No matter if you provide the right temperature, the chicks must have room to grow. Every chick must have a certain amount of fresh air and liberty. I rate my brooders according to the number of chicks I can brood successfully with them. Remember, this is no theory, I am giving you facts. I do not consider the capacity of a brooder the number of chicks you can crowd under a hover or the number it will brood the first week. The capacity of a brooder is the number of chicks it will brood successfully until they are large enough to thrive without the brooder. Make note of this.



Hall Brothers, Wallingford, Conn., where
20 Giant Magic Brooders are in operation.

The Real Secret of the Poultry Business Can be Told in a Few Words

Use dependable brooders; never crowd the chicks; keep the houses clean and free from vermin; give wholesome food regularly; fresh water and grit at all times; plenty of fresh air without draft.

If I should tell you the Magic Brooder would brood a thousand chicks at one time successfully, I would tell you a falsehood. It would be deceiving you in every sense of the word. It would bring disappointment and failure to your door if you tried it out as it has to many others. You may raise a large number of chicks, perhaps one-half scrubs. Remember you cannot succeed unless you raise strong, vigorous birds. Scrubs are a failure, the more you raise of them the more you lose.

It is useless and the height of folly to put more chicks together than will grow at a profit. For the very best results I only put two hundred and fifty chicks with the medium size Magic Brooder.

Success does not depend on the number of chicks you can crowd under a hover. It depends on the number you raise at a profit.

It is profit we want and not failure. It is profit we are striving for. It is profit we require to carry on business. It is profit we enjoy, it makes life worth living. *Crowding chicks means crowding your profit. In fact it means scrubs, misery, disappointment and failure. Use the Magic Brooder and don't crowd the chicks, means pleasure and profit.*

C. V. HILL

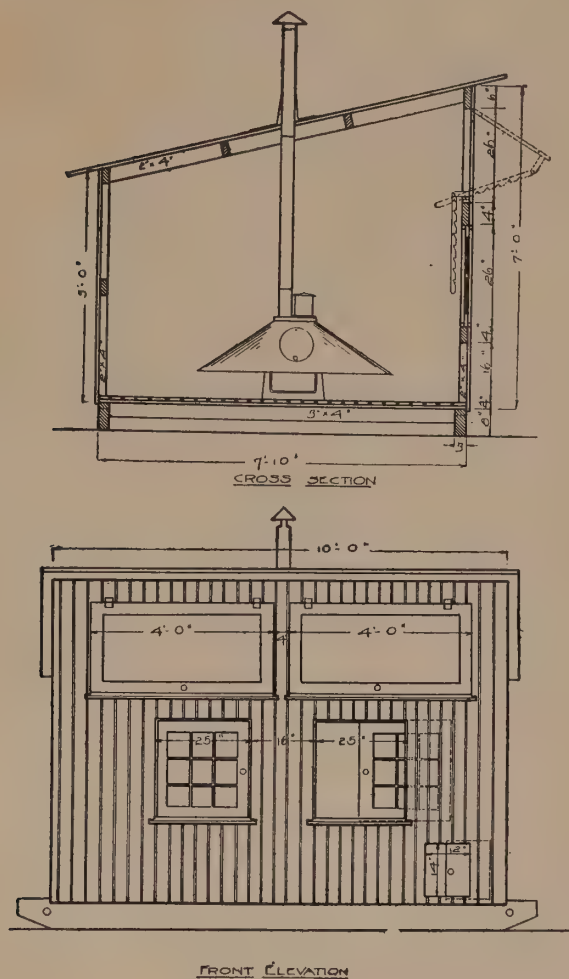
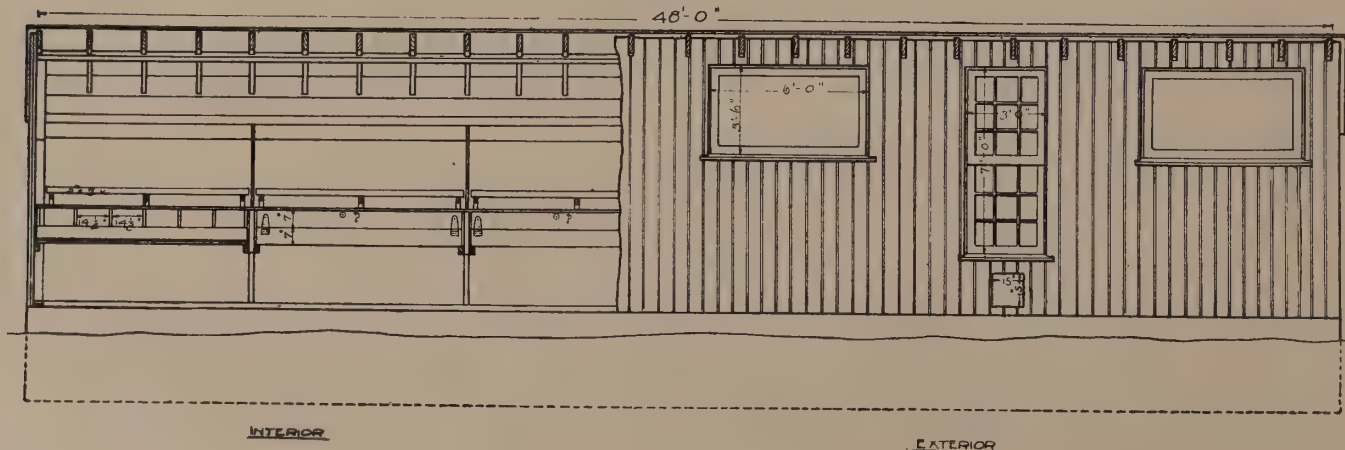
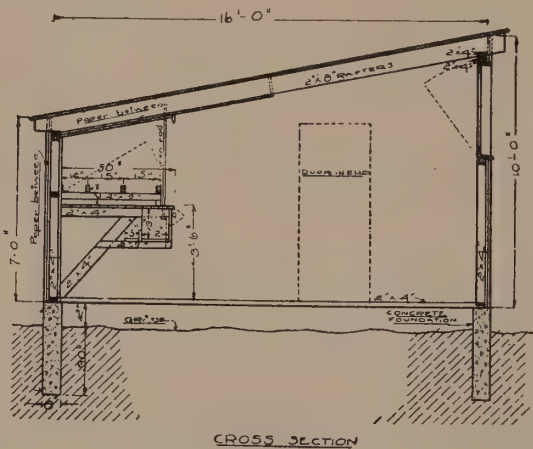


DIAGRAM of Colony House

Cut showing how to build a small colony house 7 ft. x 10 ft., 8 ft. x 12 ft. is still a better size. For early chicks the houses must be large enough to accommodate them in cold and stormy weather. It requires a larger house to raise the same number of chicks in March than it does in May. A brooder will also handle more chicks in summer

than it will in winter. Remember colony houses must be built air-tight on back, ends, bottom and top, with plenty of ventilation in the front which can be closed or opened to suit the weather conditions.

The cut shown below is simply a suggestion of how to build a laying house. I recommend a thin cement floor 1½ inches thick on 6 or 8 inches of cinders. It is necessary to have the cinders in order to insulate the floor from the earth. It makes a warm house in winter. The floor should always be covered with litter 4 to 8 inches deep. The side walls should be built as near air-tight as possible. Do all your ventilating with the windows and muslin curtains. The openings in the front of the house should not exceed one-fourth of the area of the front. It, of course, makes a difference how and where the house is located. If well protected from the wind the front may be opened one-third to one-half. It pays to build warm houses for the fowls so it will not require all they eat to keep them warm. It leaves a surplus of strength to produce eggs.



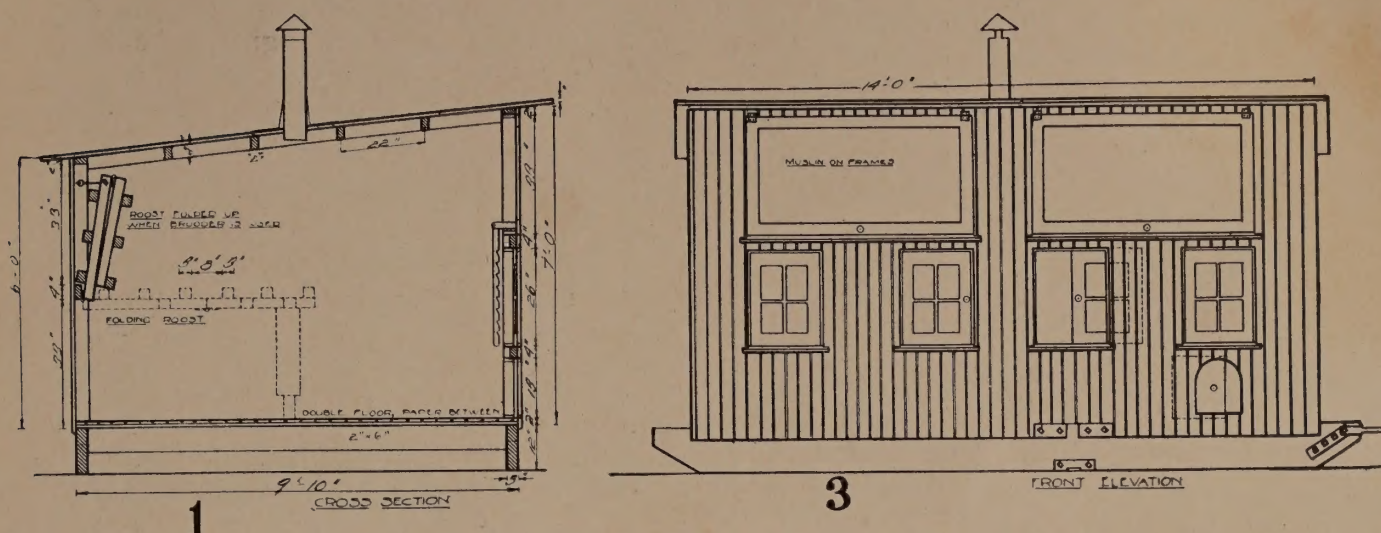


DIAGRAM SHOWING CONSTRUCTION OF ONE STYLE COLONY HOUSE USED ON MERCER POULTRY FARM

Size 10 ft. x 14 ft.

Fig. 1 shows a cross section of house and how the roost is made to fold up and hook up to the back when the chicks are small or for cleaning the house. The dotted line shows the brooder removed and the roost spread out 6 poles wide which is ample room for 150 pullets until they are ready for the laying house, also note how the smoke pipe is arranged; also canvas curtain for ventilation, sliding windows, etc

Testimonials

United Brooder Co., Trenton, N. J.
Gentlemen:

Will you please send me a price list of parts for the Magic Brooder?

I have 3 Magic Brooders which I like very much. I would like to know the name and address of your agent for this district so I can refer them to him. If anyone wants to know how people like them you may send them to me for one who is satisfied.

Yours very truly,

Gerald L. Knightly
173 Pleasant Valley St., Metuchen, Mass.

United Brooder Co.
Trenton, N. J.

Dear Sirs:

Would there be a chance of getting the agency for the Magic Brooder in this locality.

The Brooder I bought from you last year proved very satisfactory in every way and was my first experience in running one. I raised 147 pullets to maturity and 134 cockerals from 300, a total of 281. So there must be something in the brooder to do that good.

Hoping to hear from you by return mail, I am

Yours very truly,

Arthur C. Swartley
Horsham, Pa.



Chickens raised on Mercer Poultry Farm
R. F. D. No. 1, Trenton, N. J.
Magic Brooders used exclusively

THE UNITED BROODER COMPANY, TRENTON, NEW JERSEY, U. S. A.

March 17, 1924

Magic Brooder Co.
Trenton, N. J.

I am using five of your large size brooder stoves and find them to be the very best I have ever used. They are giving me entire satisfaction in every way.

Kindly mail me 2 thermostats. Rush.

Yours very truly,

Herman W. Berndt
Holly, Michigan, R. D. 5



The Giant Magic Brooder fills a long felt want on the farm of Cedar View Poultry Farm, Bridgeville, Del.

United Brooder Co.
Trenton, N. J.

February 14, 1924

Dear Sirs:

I bought one of your large size Magic Brooders last year and I was very much pleased with my brooder. It did splendid work and I raised a fine flock of chickens with it.

There is a good prospect of my being able to sell some of your brooders. Kindly quote agent's discount.

Yours very truly,

Rev. Fred A. Kullmar
Bethel Presbyterian Church
White Hall, Md.

United Brooder Co.
Trenton, N. J.

March 3, 1924

Dear Sirs:

I wish to tell you what I think of the Magic Brooder. I had excellent success with your stove. I have run five different makes of coal brooder stoves and the Magic is the only one that would not flare up in a high wind. I am recommending it as the best brooder on the market.

I have sold another of these stoves and am enclosing check. Please send by freight.

Yours truly,

Havre Shadowen
Scottsville, Kansas



Healthy chicks raised by Hall Brothers
Wallingford, Conn. Magic Brooders only

Magic Brooder Co.
Trenton, N. J.

March 9, 1924

My dear Sirs:

I have one of your Magic stoves and it is almost human in its care of young chicks. However, from plenty of use I fear the thermostats are slightly the worse for wear. Kindly send me a new pair. Respectfully yours,

R. W. Merkley, D.D.S.
Aeolian Hall, 33-35 West 42nd St.
New York City

United Brooder Co.
Trenton, N. J.

December 31, 1923

Dear Sirs:

As the new year comes at hand people's thoughts turn to preparations for it. Many in the poultry business who need new equipment for brooding their chicks have asked about mine.

All I needed to do was show them my flock of chickens which I raised under the Magic. That was and is enough to convince anyone that if proper brooding has anything to do with the future of a chick the Magic must be O. K.

Kindly advise if I may have the agency.

Yours very truly,

C. J. Ling, Killbuck, Ohio.

United Brooder Co.
Trenton, N. J.

December 6, 1926

I have been a user of your large Magic brooder or the past two years and like them very much. Last year I raised 900 chickens out of 920 with two brooders. The chickens came March 3rd and the thermometer was at zero with the wind blowing and snowing and there was not much change in weather for about 10 days and I had no trouble at all to keep the chicks warm. I sold broilers weighing 1½ lbs. the day they were seven weeks old. If you know what March weather in Central New York is you know what the Magic can do. I have ordered 1200 chicks which are coming January 15, if it were not for the good qualities of the Magic brooder, I could not do this.

G. A. LaMunion
New Woodstock, N. Y.

**You can get blood
out of a stone as easily
as a profit out of birds
raised with brooders
that leak gas and are
not dependable**



**United Brooder
Company**

**360 Pennington Ave.
Trenton, N. J., U.S.A.**